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Executive Registry
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MEMORANDUM FOR: Deputy Director for Intelligence
 FROM: Director of Central Intelligence
 SUBJECT: Public Opinion Research

1. I would like you to call James Price who is with the Library of Congress Research Service I believe (telephone 287-8875) and invite him over to discuss with you his technique for public opinion research. For close to twenty years he has been using and perfecting a method of analyzing newspapers to determine what and how the public is thinking. This is apparently based on the premise that newspaper editors have special insights into public opinion. A lot of this work was done for Nelson Rockefeller and people like him. He believes this to be an effective and low cost method of getting insights into public opinion in foreign countries. [redacted]
 [redacted] FBIS could help in making the data available.

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2. If you think there is merit in this approach I would like to experiment on [redacted]
 [redacted] along the lines I suggested in some cables from my recent trip. In selecting a suitable target consideration would have to be given to the extent to which the press is controlled by the government.

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William J. Casey



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